

LOVAN B. THOMAS  
PUBLISHER

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Ruth Goldway-Chairman  
Postal Regulatory Commission  
901 New York Avenue NW, Suite 200  
Washington, DC 20268-0001

Received  
POSTAL REGULATORY  
COMMISSION  
OFFICE OF THE SECRETARY  
MAY 25 2012

Office of PAGR

RE: Special National Mailers Discounts (NSA)

Dear Ms. Goldway,

I must urge the Postal Rate Commission to reject the proposed Negotiated Service Agreement (NSA) with Valassis due to the overwhelming loss of revenues local and rural post offices will encounter if the special discounts to one mailer over another goes into effect.

We have operated a number of standard mail operations for over 40 years in rural communities of Louisiana. Giving one customer, who isn't even in the same region of the country, special discounts over the one who has supported the local postal system for decades, is ludicrous. Two standard mail operations cannot exist in rural America communities because these markets are just too small.

We take this proposed NSA very personal because we do compete with national mail companies in our markets and we know they already have an upper hand because of the loss of mom and pop or family businesses to national companies. You would be just giving them one more advantage by granting them a sweetheart deal. Local advertising markets are plenty competitive and the USPS' monopoly powers are not needed to make them competitive.

It will force local mailers to shut down or take their delivery outside of the Postal System and cause an economic ripple effect that will result in loss revenue and jobs for everyone. The standard mailers would no longer hire high school students for inserting purposes or delivery and reduce the number of sales people to service the accounts. Likewise, the Postal Service itself, many of who rely upon the revenues to sustain their existence and serve their communities, much like local churches and schools, would encounter a loss of revenue and threaten their extermination.

Unlike, national mail companies, we pay the local post offices weekly for delivery. The national companies make one payment outside of the local postal markets that doesn't trickle down. Economists often cite the statistic that every dollar spent locally, turns over three to five times in the community. If the Postal Rate Commission were to approve a Negotiated Service Agreement (NSA) with national mailer Valassis, the impact on local communities across the country would be devastating.

We urge you to stop this NSA today.

Sincerely,



Lovan B. Thomas-President  
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